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— compensating the individual for either or both of entry of the anonymous profile
information and feedback provided in response to marketing data.

3. (once amended) A method in accordance with Claim 1 wherein said step of requesting anonymous profile information comprises the step of asking the individual a plurality of questions.

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4. (once amended) A method in accordance with Claim 3 further comprising the step of communicating with the individual via the password.

5. (once amended) A method in accordance with Claim 4 wherein said step of communicating with the individual comprises the step of asking the individual for a multi-character identifier.

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6. (once amended) A method in accordance with Claim 1 wherein said step of providing the individual with access further comprises the step of asking the individual at least one personal question, wherein the individual is permitted to enter the database only if the correct multi-character identifier is given and if at least one of the personal questions is answered correctly.

8. (twice amended) A method for providing advertising feedback, said method comprising the steps of:

administering to each individual a password, absent any contact information for the individual;

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utilizing the password to access a database;

entering profile information for the individual in the database;

maintaining the anonymity of the individual through an inability to accept contact information in the profile;

storing the entered profile information in the database;

presenting at least one of the individuals with a set of data;

receiving feedback from the at least one individual regarding the set of data; and

compensating the at least one individual for the feedback.

C4 9. (once amended) A method in accordance with Claim 8 wherein said step of presenting the individuals with a set of data comprises the step of presenting each individual with a second set of information generated by an advertiser.

13. (once amended) A method in accordance with Claim 8 wherein said compensating further comprises the step of paying the individuals for their feedback with at least one of digital cash, credits, or coupons.

Sub 13.15 14. (once amended) A method in accordance with Claim 8 further comprising the step of separating the profile information from the set of data information and ensuring the advertisers do not obtain the first set of information.

15. (once amended) A method in accordance with Claim 8 wherein said step of presenting each individual with a set of data comprises the step of presenting each individual with data that is specific to the profile information provided by the at least one individual.

16. (twice amended) Apparatus for conveying and storing information relating to anonymous data profiles, said apparatus comprising:

C6 a first data repository;

a first computer linked to said first data repository, said first computer configured to communicate with said first data repository via a password and provide a first set of information about an individual to said first data repository, the first set of information lacking information

relating to a name, an address, a telephone number, and a social security number of the individual through an inability to accept contact information into said first computer;

a processor programmed to communicate with said first data repository and said first computer;

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CB a second data repository; and

a second set of computers linked to said second data repository, said second set of computers configured to provide a plurality of second sets of information to said second data repository, said first data repository separate from said second data repository, said processor further programmed to communicate with said second data repository and said second set of computers, said processor also programmed to receive and store feedback regarding the second sets of information, and provide compensation data to said first data depository and linked to the first information sets.

22. (twice amended) A system for generating advertising feedback from anonymous consumers via an electronic data communications network, said system comprising:

CM a control unit for coupling to the communications network;

a server coupled to said control unit and comprising a consumer generated data base for storing profile information relating to consumers, the data base having an inability to accept contact information within the profile, a marketer data base for storing information to be reviewed by consumers, and a processor programmed to:

receive consumer generated data sets from consumers, said consumer generated data sets controlled by the consumers, each consumer generated data set including a set of individual characteristics, though refusing a name, an address, and a social security number entry for the consumer, said processor further programmed to download said consumer generated data sets into said consumer generated data base;

receive information from marketers, said information controlled by said marketers, said processor further programmed to download said marketer generated data into said marketer data base;

CM said processor further programmed to compare said marketer generated data to each said consumer generated data set and if said marketer generated data is identified as matching one or more said individual characteristics of said consumer generated data sets, designating said marketer generated data for being communicated to the consumer, said processor also programmed to receive feedback from the anonymous consumers regarding the marketer generated data, said system configured to provide compensation to the anonymous consumers for the feedback.

CS 24. (once amended) A system in accordance with Claim 23 wherein said processor is further programmed to communicate the anonymous consumer generated feedback of said designated marketer generated data to the marketer.

Remarks

An examiner's interview was conducted on December 3, 2002, and the foregoing supplemental amendment is made in consequence thereof.

Claims 1, 3-17, 19-26, and 28 are now pending in this application. Claims 1-17 and 19-28 stand rejected. Claim 2 is cancelled.

The art cited previously against this application includes U.S. Patents issued to Goldhaber et al. (U.S. Patent No. 5,855,008) and Dedrick (U.S. Patent No. 5,717,923). It is respectfully submitted that the Claims as herein amended are patentable over both Goldhaber et al. and Dedrick.

Goldhaber et al. describe a system for brokering the attention of consumers (see Column 4, lines 46-50). The system uses a database of digitally stored electronic demographic profiles of